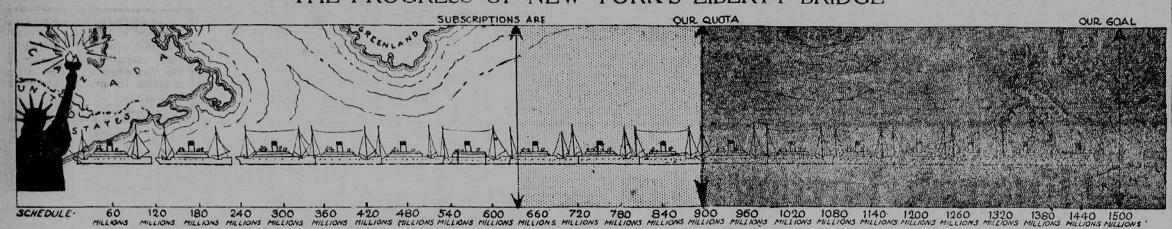
THE PROGRESS OF NEW YORK'S LIBERTY BRIDGE



sibilities and subscribe even more liberally than they did in the opening days of the campaign, their Liberty Bridge will be left unfinished on Saturday, and the rest of the country will have to complete the job. At the close of the twenty-first day subscriptions totalled only \$633,956,800, whereas they should have been \$1,260,000,000. To reach the goal of \$1,500,000,000, an average of \$216,500,000 must be subscribed each day hereafter, while a daily average of \$66,510,800 is required to attain even the minimum quota. The finished portion of the bridge, as you see, is in the full white of Liberty Light. The lighter shadow begins where subscriptions end and shows how far construction is behind the minimum. The deeper shadow shows how much ren, ains to be done beyond the minimum to complete the job voluntarily assumed. Every dollar subscribed for the Liberty Loan adds to the light and drives the shadow eastward. Save your district from the shame of barely scraping through with the minimum. If you haven't bought a bond, buy one to-day; if you have subscribed, buy more.

\$66,510,800 A Day Needed In detail the responsibility for the poor relative showing of the Second Federal Reserve District is shown in the following estatistical analysis: Here for Loan

New York District Still Lags, Day's Subscriptions Being Only \$41,934,100

Nation's Total Now Is \$2,579,079,400

"Buy Another Bond" Appeal Decided on to Help Put the City Over

he New York Federal Reserve District yesterday again failed to leap up from the slough of undersubscription The increase yesterday for the twentyfirst day of the Liberty Loan campaign was inadequate even to help bring the district up to its minimum mark of

With America's third great drive for the dollars of Liberty closing Satur- Auditors Think Boy's Lapse day, the Second Federal Reserve District remains in next to last place among the twelve districts. New York the corresponding period of the financial offensive last October.

The gain in this district for the wenty-first day of the campaign, which was Tuesday, was only \$41,which was Tuesday, was only \$41,-934,100, against \$139,523,350 for the equivalent day of the second loan campaign. This accretion brings up the grand total to \$633,956,800. At the rate necessary for the attainment of the \$1,500,000,000 goal \$1,260,000,000 should have been raised in this period, and at the pace needed to produce the official quota of \$900,000,000 \$756,000,000 ought to be the present aggregate.

aggregate.
Expressed in mathematical terms, Sepressed in mathematical terms, New York's minimum task is to raise \$66,510,800 daily in the final days of the drive. This will bring the total merely up to the minimum mark. The district will have to pledge \$216,500,000 daily to reach the maximum goal which it has set for itself.

In order to schove either of its tar.

which it has set for itself.

In order to achieve either of its targets the district will have to adopt the new national loan slogan, "Buy another bond," the campaign workers here decided. Opinion seemed to be virtually unanimous yesterday that New York would fail of success unless the friends of the loan, who have already subscribed, buy again. Therefore, the directors of the drive urged that every one ask himself whether it will not be possible to take at least one additional \$50 bond to save the district from the ignominy of doing less than its full share.

Although the national tabulation for twenty-one days of the campaign is still behind the maximum hopes of the loan workers, the situation for the "Maybe you think it's funny that i, a country as a whole is far more favor-

Although the national tabulation for twenty-one days of the campaign is still behind the maximum hopes of the loan workers, the situation for the country as a whole is far more favorable than in this district. The aggregate is \$2.579,079,400, which exceeds the quota schedule by \$59,000,000. The increase for the last day reported was \$122,000,000.

Counties, N. Y., 107 per cent of its \$8,000,000 Bonds Sold in Hotels and Restaurants Here NEW YORK CITY

Many to Put Gross Receipts To-morrow and Saturday Into Loan

More than \$8,000,000 of the \$10,000, 000 Liberty bond quota of the hotels and restaurants of the city has been subscribed, it was announced yesterday. The Plaza leads with \$1,055,000, the Ritz-Carlton has \$600,000, the Biltmore \$500,000 and the Vanderbilt \$500,000. Among the restaurants Reisenweber's

is first, with \$458,000, and Healy's next, with \$150,000. The leading hotels and restaurants have agreed to convert their gross receipts to-morrow and Saturday into Liberty bonds.

The total for the men's clothing trade committee of the Rainbow Division yesterday reached \$4,388,600; that of the tobacco committee soared to \$9,100,000. George de B. Greene, chairman of the advisory trades committee, yesterday announced that every one of the eighty-six components of the Rainbow Division expected through an intensified campaign to reach at least their minimum quota Saturday night.

Outside of the Federal Reserve Bank the following individual subscriptions were announced yesterday:

Guaranty Trust Co. of New York

uaranty Trust Co. of New York

additional)
ase National Bank
ntral Trust Co.
chanics' and Metals National tional) Jotham National Bank, for itself

ord Electric Co.
Cutler Hammer Manufacturing Co.
Cutler Hammer

Women's Clubs Hold Patriotic Meeting

Heads of State Federations Tell of Service Being

156,326,350 Cleveland Kansas City ... 148,409,350 1.140 Philadelphia 405,947,000 98.126,250 Richmond ...

.920

In Liberty Loan League

New York

Standing of the Clubs

"Dee-lighted", Beams Roosevelt As Poilus Shout "Vive Teddy"

Colonel Meets Blue Devils at Harvard Club Luncheon-Praises Men Fighting for Democracy—French Soldiers See Hippodrome Show

Harvard Club. "Dee-lighted, certainly dee-lighted,"

San Francisco.. 194,938,900

beamed the Colonel. "Vive l'Amerique! cried the one hundred picked poilu from Verdun and the Marne, and the cheers

could be heard a block. The meeting was arranged by Guy Emerson, director of publicity of the Liberty Loan Committee. Roosevelt was lunching with Martin Egan, Finley

manding, and to the other officers.

"Nothing could give me more pleasure than this," said the Colonel in French. "Let me speak to the men. Some one translate what I say."

Lieutenant Edouard C. Podevin voluntesed.

"Soldiers of France," said the Colonel,
"there are no men in all the world who
every good American is as glad to welcome as you soldiers of France. I have
been President of the United States. I
am proud of that, but prouder far am I
that I have four sons fighting in
France."

The soldiers smiled their apprecia-

Theodore Roosevelt met the "Blue humor, the difficulties of trench life.

Devils" of France yesterday at the The chorus, somewhat freely translated, runs as follows:

Ve are the poilus of Yser, Of Verdun and of the Marne, Pick out one; any one will do, And if you love him, oh, how he'll

See Hippodrome Show

From the Harvard Club the French cheering, flag-waving Americans to the Hippodrome, where for the first time since their arrival they were expected

Jule Tellat, a hero of Verdun, Jule Tellat, a hero of Verdun, came near to winning another medal for distinguished conduct. This was during the last scene, where a woman rushes from the audience to the fountain on the stage and throws herself in. The French officers had to explain to their men that this was a joke, but Jule forgot and had started to the rescue when comrades dragged him back.

HOT SPRINGS, Ark., May 1.—After a day devoted largely to discussions relative to the effect of the war upon children, the fourth biennial convention of the General Federation of Women's Clubs tenging the believe the deaf and dumb, those who can do no active war work, have been can do no active war work, have been meeting at which heads of State Federations told of the war service being done by their respective states.

Miss Julia Lathrop, head of the children's bureau of the Federal Department of Labor, told of the work being done by the government in behalf of children. Other speakers discussed the efforts of state bodies along this line.

Telegrams of congratulations were received from many organizations on



AMERICAN MILITARY and NAVAL FORCES

CREDIT LYONNAIS Head Office: LYONS

Central Office: PARIS, 19, Boulevard des Italiens BANKING BUSINESS OF EVERY DESCRIPTION

WITH ENGLISH SPEAKING STAFF EVERY FACILITY FOR FOREIGNERS

Branches in all principal French towns, amongst others the following: Angers—Angouleme—Bar-le-Duc—Bayonne—Belfort—Besancon—Bordean nne-s-Mer—Brest—Caen—Calais—Cannes—Cette—Chaumont—Dieppe—Dijek—Epernay—Epinal—Fecamp—Havre—La Rochelle—Limoges—Marsella Nantes—Nice—Orleans—Rennes—Rochefort—Rouen—St-Disiec—Toulon—Tours—Trouville—Troyes—Vannes—Versailles—Vitry-le-France dumb in the city, and has to date more than six hundred members.

Although handicapped from birth. Mr. Frankenheim has long been a power among his own people, and the little stub pencil which is his only means of contact with the outside world has brought to several thousand cripples here the message of patriotism and the power to perform a real service in the war.

Bank.

1:30 P. M.—"Blue Devils" at ball game at the Polo Grounds.

4:30 P. M.—Burr McIntósh and Arthur Guy Empey will talk at a meeting in front of the Union League Club.

8 P. M.—Liberty Losn*rally at New York University.

8:30 P. M.—71st Regiment Armory. Regimental review and Liberty

Liberty Sphere Rests for Dash Down Broadway

Halts at Yonkers, Which It Leaves To-morrow Morning at 7 o'Clock

Due at City Hall at 1

Rolling Loan Stimulus Booms Subscriptions in River Towns

[Staff Correspondence] ROLLING ALONG WITH THE LIB-ERTY BALL, YONKERS, May 1 .- With the subway in the offing, the tattered Liberty sphere will spend a full day here to-morrow, primping up for the It will spend the night in the local armory and be treated for the gashes inflicted by souvenir hunters.

On Friday it will be plunged straight down Broadway to the City Hall. The beginning of the end of its journey will be made at 7 o'clock from Getty Square. As Mayor Hylan is scheduled to receive it at 1 o'clock, it is planned to resist all delegations from sections to the right or left of Broadway. Women to Escort Ball

Autos driven by uniformed members of the National League for Woman's Service will convoy the ball from the city line. At Fifty-nint Street two hundred soldiers and sailors with bands will escort the sphere to City Hall.

The patriotic pellet carned a day's rest. It covered twenty-eight miles to day through a territory including towns of the control of the country through a territory including towns.

rest. It covered twenty-eight miles today through a territory including towns
with honor flags.

Four service stars, indication of a
400 per cent oversubscription, studded
the flag at Irvington. The quota,
\$123,100, was swallowed quickly by
subscriptions that total \$580,000.
Irvington's population is 2,388. Mrs.
K. B. Conger, chairman of the women's
committee, and R. G. Abercrombie,
head of the men's committee, are expecting another communication from
President Wilson. The President, at
the end of the second loan campaign,
congratulated the town on obtaining
the greatest proportion of oversubscription in the country.

Dobbs Ferry Welcomes Sphere

9 A. M. -Liberty Ball rests at Yon-kers. Liberty Coach drives to Arrowhead Inn, New York. 11 A. M.-Liberty Land, at the 69th Regiment Armory, opens for the

-General Pershing's men and the French "Blue Devils" march to Borough Hall, Brooklyn.

12 M. Henry Morgenthau and oth-ers will speak from the Sub-Treasury Building steps. The Fire Department and Hebrew Orphan bands will furnish

12 M.—Byron R. Newton, Corporal Whited, of the Pershing party, and Charles B. Hall, American ambulance driver, will speak from the steps of the Custom

12 M.—Drives to bring New York over its quota at the Liberty Bell, the Liberty Bell Park, the Liberty Theatre and the Liberty

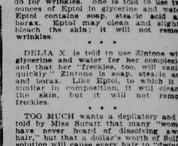
8:30 P. M.—71st Regiment Armory. Regimental review and Liberty Loan rally.

Thursday, May 2, 1918

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising from the goats-and hanging a bell on the goats. It invites letters describing experiences-pleasant or unpleasant-with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how as advertiser's deeds square with the words of his advertising Only signed letters, giving the writer's address, will be rea But the name will be printed or withheld, as preferred.

Address: The Ad-Visor, The Tribune, New York.

Valeska Suratt's Advice on Beauty



Giving Answers to Fake In-quiries, the Cooper Pharma-cal Company Uses Miss Surratt's Name to Adver-vertise Its Various

There is no possession in my family one of the French heres many personal properties of the French heres many personal properties of the French heres many personal properties of the French here and the street when the street is no possession in my family one of the French here and the properties of the properties of the French here and the properties of the properti

it was dishonest to claim a \$125 value for a coat actually worth from \$3 to \$40. They pointed out that no one had been cheated; that those when the state of the had bought coats for \$30 were given an excellent value. It then had to be explained to them that the new advertising law was not based, as the old one had been, on the "caveat emptor" principle; that it was no longer sufficient to warn the public that the buyer should beware. We believe that Mr. Sipp's attorneys now understand clearly that the new advertising law protects the public not only against being cheated, but against being deceived. Mr. Sipp had not cheated the public with the merchandise sold them, but he had deceived them by the advertising claims which he had

In the name of honest merchandising and clean advertising we than In the name of honest merchandising and clean advertising we thank Mr. Sipp for the impetus which he has given to the whole movement. He was the unwilling instrument by which this victory for clean advertising was won. Not only once, but twice, did he sacrifice himself in the name of honest advertising; and his conviction in two courts has established a precedent that is of paramount importance. And, best of all, the new advertising law has gone through two courts and its principles have been explained and interpreted beyond all doubt. It has emerged permanently from the dusty pages of the statute books. If the old law had for its motto "Let the buyer beware," the new one may be said to declare with equal distinctness "Let the liar beware."

T) ECENTLY there have been an increasing number of complaints from New York merchants to the effect that Tribune readers have endeavored to use The Tribune's policy of guaranteeing its advertising as a club to force the merchant to a demanded adjustment. There can be but one reason on the part of any reader in endeavoring to use The Tribune as a club, and that is the belief that if The Tribune were applied to it would stand behind the merchant in the controversy.

If any reader of The Tribune is dissatisfied with purchased merchandise and the merchant does not make good, the place to come with the complaint is The Tribune Bureau of Investigations-Do not threaten the merchant. It will add nothing to your opportunity to obtain redress through us.

If merchants who are so threatened will take the name and address of the person making the threat and telephone it immediately to The Tribune Bureau of Investigations it will be greatly

(The next Ad-Visor will appear Thursday, May 9th.)

Stocks of these Goods do not increase in quantity, but rather the other way because the war demands have made many wants for Our Soldiers. We advise by this that Our Home requirements still can be met; but should not depend on lasting TABLE CLOTHS-SUBSTANTIAL GOOD LINEN

McGibbon & Co.

Linens from Maker to Consumer.

2 x 2 yards . 4.50 each
2 x 2 4 " . 5.50 "
Matching Napkins for Breakfast and Dinner. HEMSTITCHED HUCKABACK TOWELS

WEST 37TH STREET JUST OFF FIFTH AVENUE

BE AMERICAN-BUY LIBERTY BONDS

New York City.\$26.002.150 \$427,801,300

41,934,100 633,956,800 Speech He Forgot

Helps Sell Bonds In City Hall Park

Is Oratorical Pause,

and Subscribe

The boys had broomstick guns, held Westin stiffly over small, squared shoulders, New York Life Insurance Co. (emturbans-wabbly crosses, to be sure, Fidelity-Phenix Fire Insurance. because they cut them out of red cheesecloth themselves, and sometimes the scissors went a little crooked. But the children of Public School 106, 253 Lafayette Street, found yesterday that broomsticks and wabbly crosses are quite to the point when it comes to selling Liberty bonds, for when they

Joseph Salamoni, of the sixth grade,

the quota schedule by \$59,000,000. The increase for the last day reported was \$122,000,000.

Record of Other Districts
Six of the twelve Federal Reserved districts already have filled 90 per cent or more of their allotments. Minneapolis, which leads the entire field, yesterday unofficially reported that every county in every state in its district had met its full quota requirements. The St. Louis district, which ranks, second, announced that all except fifteen counties have oversubscribed their minimums.

Minneapolis has filled 127 per cent of its quota. St. Louis, 120 per cent, and Dallas, 90 per cent.

Meantime the New York District has filled only 70 per cent, and the borough of Manhattan only 62 per cent. Queens has raised its subscriptions to 148 per cent, and Richmond to 142 per cent, Long Island, outside of New York City, has pledged 147 per cent of its quota, and sub-District No. 8, which includes Fairfield County, Conn. Westchester and Rockland

Done in War

received from many organizations on the war work of the Federation, one message coming from the American Woman's Club of London.

The first Deafmute War Savings Society was formed from the Order of Elect Surds, under the leadership of Woman's Club of London. Mrs. Herbert J. Gourney, of the Massachusetts Federation, was one of the principal speakers to-night.

Mrs. Herbert J. Gourney, of the since spread to all the principal societies and institutions for the deaf and

power to perform a real service in the war.

"We have not," he wrote, "the power to work for our country; we have not even the voice to tell of our loyalty, but all that we have, a few pennies, we give and give freely to the great work in which we are all engaged."

Yesterday was a record day in the war savings stamp campaign, when \$227,693 worth of stamps were sold bringing the grand total of sales to date to \$11,156,380.19. However, if New York is to reach her allotted quota of \$100,000,000 the average daily sales must jump to \$300,000 a day.

8:30 P. M.—71st Regiment Armory.

Regimental review and Liberty

Loan rally.

Soldier Gets 15 Years for

Refusing Vaccination

CAMP DODGE, lowa, May 1.—When Elmer N. Olson, of Goodrich, Minn., a member of the depot brigade, refused to submit to vaccination he was tried by general court-martial and sentenced to fifteen years in the disciplinary barnounced to-day.